

# Does trust mediate the determinant factor of airplane e-ticket purchase decisions using mobile applications?

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## Abstract

**Purpose** – This study aims to analyze the influence of information quality, social media marketing, and perceived ease of use on e-ticket purchasing decisions using the tiket.com mobile application mediated by trust. **Method** – This research applied quantitative methods and a causally associative approach. The population of this study is tiket.com customers in Surabaya, where the number is not known with certainty. Sampling measurement uses the Hair approach, so the number of samples obtained is 130 people. The sampling technique uses purposive sampling with predetermined criteria. Data analysis techniques use partial least squares-structural equality modelling (PLS-SEM) with the SmartPLS statistical tool. **Findings** – The findings show that quality information, social media marketing, perceived ease of use, and trust positively affect online purchase decisions. Trust can mediate the effect of quality information and social media marketing on online purchase decisions. However, trust cannot mediate the influence of perceived ease of use on online purchase decisions. **Implications** – Theoretically, this study can strengthen the understanding of the importance of trust in digital consumer behavior. Practically, companies like tiket.com need to focus on presenting accurate information, social media strategies that build trust, and easy and comfortable user experiences.

**Keywords:** information quality, social media marketing, perceived ease of use, trust, purchase decisions.

## Introduction

Progress and new knowledge come along with the quick speed at which technology develops, even daily. People actively follow technological advancements in their daily lives. Incorporating technology into numerous businesses and services is proof of this (Tragandi et al. 2024). Businesses and consumers can use mobile technology to buy, monitor, and obtain goods and services safely. Mobile ticketing, mobile shopping, mobile banking, and mobile transactions are some categories under which its application scope falls (Eka and Dergibson 2021). Mobile devices can be used in mobile commerce to carry out business operations, such as buying products utilizing wireless network equipment or other electrical data communication techniques, at any time and from any location (Meriana and Kurniawati 2023). In contrast, conventional commerce optimizes user time value using localization, convenience, personalization, and ubiquity (Giao and Tuan 2021). The emergence of various platforms in the ticket sales service application industry is due to changes in trends and industry characteristics, which are increasingly developing, such as increasing demand. This industry



has promising prospects in Indonesia, and competition is getting tougher because market demand is also increasing (Octaviani et al. 2023).

Online travel sales in Indonesia were valued at USD 10.2 billion in 2019 and are expected to reach USD 25 billion by 2025, indicating a significant increase in online travel expenditure (Statista 2024). By making it more straightforward for tourists to plan their trips, including purchasing airline tickets, the growth of online travel agencies has greatly boosted the nation's tourism sector. These online platforms' simplicity, practicality, and adaptability have drawn customers (Almunawar, Anshari, and Lim 2022). However, behind all that, some problems often occur and become consumer complaints in the field, disrupting customer purchasing decisions. Problems that sometimes occur, such as failed transactions even though funds are deducted, or tickets are not issued immediately, confuse consumers about whether the transaction is successful. Additional costs such as admin fees, taxes, or platform fees appear at the end of the process, surprising customers and reducing motivation to buy. Accommodation or destination details are sometimes inaccurate, and incomplete information can affect consumer decisions to complete transactions.

To achieve success in a business, the quality of information is an element that influences purchasing decisions. In m-commerce applications, it is essential to ensure that the information displayed is appropriate and comprehensive, in line with customers' unique needs and preferences (Aisyah, Fitri, and Syahbudin 2021). Potential customers benefit from this feature since it makes evaluating different online travel agencies easier and expedites the decision-making process for possible purchases. Accuracy, objectivity, and the avoidance of any misleading content are necessary to present accurate information. Product attributes, such as strength, progress, durability, dependability, and repair capabilities, show how well a product can carry out its intended tasks (Yuliana and Pantawis 2023). Customers' overall evaluation of the product or services' performance quality can be characterized as product quality. The business must then enforce the use of high-quality information since it is crucial information for potential customers to use when making decisions (Sukma et al. 2023). Research by Dini, Anggarini, and Yasmin (2023) stated that quality of information has no significant effect on purchasing decisions. A study by Irawan (2018); Dirgantara and Akbar (2022) proves that information quality has a favorable and significant influence on purchasing decisions.

Besides information quality, social media marketing is another element affecting buying judgments. Social media is growing in strength as a marketing tool, but its application needs to be more innovative and proactive to optimize customer satisfaction. Social media provides consumers with engaging information that helps their decision to buy, and it works very well for online marketing (Azhar et al. 2023). Social media enables more individualized and private interactions between marketers and consumers. Social media also allows marketers to engage with customers directly, understand their behaviors, and build stronger connections (A. J. Kim and Johnson 2016). This tactical method effectively engages various audiences using social media's broad audience and participatory capabilities. Customers may be drawn to the products offered by an interesting presentation. One of the more useful marketing strategies that uses multiple social media platforms is social media marketing. Research by Shin and Choi (2021); Xia et al. (2024), social media marketing has been found to have the capacity to impact purchasing decisions favorably. Hanaysha (2018); Ayang, Udayana, and Maharani (2024) stated that social media marketing does not significantly impact purchasing decisions.

Perceived ease of use is one of the additional factors that can affect purchasing decisions online. User-friendliness can serve as a bridge to satisfy customers' needs and wants (Ray and Siregar 2024). The availability of dependable mechanisms, user trust in technology, and focus on technology are all factors that encourage the use of technology. Customers use



this media because of the ease and dependability of technology, which reminds them that everything is quick, simple, and also adaptable and that they can use it anywhere, at any time, and without worrying about falling behind on trends (Nuralam et al. 2024). Online ticket applications are likely to be used by customers to make their activities more convenient because they can be completed at any time and from any location, and people prefer instantaneous things. Behavior will be influenced by perceived ease of use; the more easily a system is perceived to be used, the more information technology is utilized. Users should find applications and platforms quick and easy to use as this helps them assess whether the application is easy to use (Asnawati et al. 2022). A study by Wicaksono, Ruhamak, and Yap (2023) demonstrates how perceived ease of use positively and significantly impacts purchasing decisions. In contrast, studies by Rahmaningtyas, Hartono, and Suryantini (2017); Gunawan, Ali, and Nugroho (2019) demonstrate that perceived ease of use does not influence purchasing decisions.

Trust is a foundation in business that arises based on consumers' confidence, believing in the existence of truth or error by existing evidence, personal experience and suggestions that exist in oneself (Ranti, Agung, and Ellitan 2023). Customer trust is a response to what they feel between expectations and the actual performance of a product or service. Since online transactions are impossible without buyer trust, trust significantly impacts the number of product users every time. Mobile application security can influence users' comfort and trust, influencing their decision to make an online purchase and resulting in more sales transactions (Jadil, Rana, and Dwivedi 2022). The attitude of consumers toward online shopping can be influenced by trust. Regarding m-commerce, consumers' attitudes regarding online shopping are greatly impacted by the level of trust. This is because buyers have no direct control over what sellers do. A lack of trust is a significant deterrent for consumers to avoid online purchases. Research by Aziz and Tiarawati (2021); Octaviani et al. (2023) shows trust significantly affects purchasing decisions. In contrast, research by Minarto, Felita, and Thio (2021); Lasfiana and Elpanso (2023) found that trust did not significantly affect online purchase decisions.

Previous studies examining factors that influence purchasing decisions show different results from each factor studied, creating a research gap. Therefore, conducting further research on different objects is important to do. Previous research using trust as a mediator has been done a lot. However, previous research using trust as a mediator of factors influencing purchase intention and purchase decision is still limited. Research conducted by Faradila and Soesanto (2016); Pramudya, Sudiro, and Sunaryo (2018); Wuisan et al. (2020); Eka and Dergibson (2021); Firman et al. (2021); Qalati et al. (2021); Karunasingha and Abeysekera (2022); Aslami et al. (2022); Tan et al. (2022); Wu and Huang (2023); Sinulingga, Handoko, and Dura (2024); Solihin and Ahyani (2024), but this study raises trust as a mediator of factors influencing purchase intention and is different from this study which examines purchasing decisions. Then, the research conducted by Rahayu, Limakrisna, and Purba (2023); Ranti, Agung, and Ellitan (2023); Munadia et al. (2024) examined trust as a mediator of factors influencing purchase decisions, but the factors studied differently from this study. Furthermore, research by Siboro, Siregar, and Sugeng (2024) examined trust as a mediating factor influencing purchasing decisions. However, it did not examine information quality and perceived ease of use factors. Based on this explanation, research on trust as a mediator factor influencing purchasing decisions is still limited, especially the factors that will be studied in this study. Therefore, this study is novel and worthy of further study.

This study aims to show the influence of information quality, social media marketing, and perceived ease of use on e-ticket purchasing decisions mediated by trust. E-ticket purchases are increasingly widespread, along with technological development and the digitalization of services. This study is relevant to understanding consumer behavior in this



context. Then trust becomes crucial in online transactions, especially in purchasing intangible e-tickets. This study helps explain how trust is formed and acts as a mediator. By knowing the influence of information quality, social media marketing, and perceived ease of use, industry players can develop more effective strategies to increase sales and customer loyalty. This study can be used as a basis for managerial decision-making related to platform design, marketing strategies, and customer relationship management in e-commerce, especially e-ticket sales. In other words, this study is important because it answers the industry's need for a deeper understanding of the factors that drive purchasing decisions in the digital ecosystem.

## Literature review

### *Theory of planned behavior (TPB)*

A person's intentions are influenced by their attitudes toward action, based on the theory of planned behavior (TPB), subjective norms and control of perceived behavior (Ajzen 1991). The theory of planned behavior focuses on one's intention to perform certain behaviors. This theory consistently supports the idea that humans are rational entities using all available knowledge. People consider the consequences of their actions before deciding whether to act in a certain way (Nakhonchaigul and Siriyota 2024). The planned behavior theory states that conduct orientations are crucial factors that can be used to estimate action, even though perspective should be considered when assessing subjective criteria and how well one manages behavior (Simamora and Djamaludin 2020). The foundation of the TPB remains behavioral intention components. However, the characteristics of perceived behavior control, attitudes, and subjective standards are all factors that influence intent. However, perceived behavioral control might influence customer behavior directly or indirectly. Perceived behavioral control, attitudes, and subjective standards interact to create determinants of interest that determine whether or not the activity is carried out (Sutisna and Handra 2022).

### *Purchase decisions*

Consumers select their favorite brand from a range of options when making purchases (Sutaguna et al. 2023). Purchasing decisions entail a selection process that evaluates two or more possible behaviors using knowledge and selects one based on its strong correlation with personal traits, service, website quality, and attitude at purchase (A. V. Gunawan et al. 2019). Making a purchase decision entails several steps, starting with determining needs, obtaining product information, assessing the available options, choosing a brand and retailer, and conducting a post-purchase evaluation (Fortuna and Marwati 2021). Online ticket sales are probably to allow customers to choose from a higher range of options than traditional sales. The ease of investigating online purchases leads to better consumer choices. Customers who make purchases online have access to a wide range of products and pricing information. Among the decisions made are those regarding the benefit of product, form, brand, quantity, seller, and payment options. Consumer behavior requires analyzing the behavior of each person, family, or organization before and after buying goods, services, or ideas (Hanaysha 2018).

### *Information quality*

Information is processed data that has been given meaning to the recipient and helps make decisions now or in the future (Jiang et al. 2021). Information that links to the available goods and services is essential for online platforms. Information about goods and services must be kept up to date to satisfy the changing demands of internet shoppers. This guarantees that the decision-making process becomes more consistent, accessible, and understandable





for purchasers (Houhamdi and Athamena 2019). Since there may be numerous disruptions from the information's source to the recipient, the information must be accurate to avoid alteration or damage. Information can be inaccurate if its source is disrupted or purposefully altered to destroy the original data. Given that information serves as the basis for judgments, information received after the fact will not be valuable. This information must be gathered, processed, and transmitted using the newest technologies. The information must be high quality, relevant to the wearer, and valuable to the user. Information must reflect the actual situation; information must be free from errors. The information that comes to the recipient should not be late because the information is the basis for decision-making and benefits the user (Mariana et al. 2023).

### *Social media marketing*

Social media serves as a medium for information sharing via text, audio, or video, allowing businesses or consumers to engage or communicate remotely (Susanto et al. 2021). Social media marketing campaigns make the promotion process easier for consumers (Negara 2024). Platforms for social media marketing can increase brand awareness among consumers worldwide, giving customers access to more than ever before. The practice of businesses using social media to raise brand awareness is known as social media marketing. The platform's main difference from conventional web applications is that It makes it possible to create content, upload accounts, network, share media, report, and bookmark (Poturak and Softić 2019). Social media marketing is a new practice to promote brands, brand a business, and market products. People congregate on social media to exchange information, make new friends, and communicate with existing ones. Businesses can communicate with their current and potential customers, enabling them to quickly and affordably gather rich and valuable insights. By improving customer satisfaction, a company can establish positive relationships with customers through effective social media marketing programs (Godey et al. 2016).

### *Perceived ease of use*

Perceived ease of use (PEOU) is the degree to which a person feels that utilizing the system does not require much work (Saputra et al. 2023). Website access and specific technologies are linked to PEOU (Giao and Tuan 2021). In online transactions, the degree of acceptance of the online ticket determines whether the application is used successfully. In other words, users are more likely to use the application's regular website alternative if it is more complicated. User-friendliness and perceived ease of use are related (Wilson 2019). If users believe using the online application is more difficult, they will purchase it traditionally. Perceived ease of use is the extent to which an individual thinks utilizing a specific system would be straightforward. This indicates no issues, and the online booking application is simple. Easy to learn, flexible, straightforward, and also easy to master and easy to use are some of the indicators described by Eka and Dergibson (2021). Customers will choose the online ticket system if it is easy to use, such as when accessing the page, understanding the process, comparing products and prices, and finding the desired product. They will also believe that using the online ticket system will eliminate problems.

### *Trust*

Customers' trust is based on their expectations of the outcomes of a product or service application (Silva et al. 2022). Relationships between individuals and those they expect to transact within an uncertain environment are assessed based on their level of trust. It takes trust for a customer to give her information to a seller when placing an online order (Sulistyowati and Husda 2023). When making an online purchase, a buyer's first concern is the security and dependability of the website and seller they visit. The integrity of sellers in

transactions, their responsibility to buyers, and the perception of a company's good reputation are all signs of trust (Aloqool and Alsmairat 2022). Online shops may gain the trust of customers who are becoming more aware of their wants and interests and are looking for information more frequently as they want to. E-trust is an intangible tool that effectively reduces ambiguity and the intricacy of encounters and exchanges in the online marketplace. Trust is about how consumers perceive a company's credibility, reputation, and capacity to fulfil their expectations (Choi and Lee 2019).

### *Hypothesis development*

The way that customers perceive a site about the type of data they obtain is known as data quality. In the theory of planned behavior (TPB), when buying an e-ticket through a mobile application, it is crucial to have quick access to information, enough cash, and time. When purchasing e-tickets, the quantity, accuracy, and type of information about goods and services displayed on the website are all considered quality data. Customers' perception of the type of data about goods or services a website provides is a measure of data quality. Although well-designed websites will automatically attract potential customers, the website's content remains the most important factor in online purchases. An essential component of any business is the quality of its information, particularly when it comes to influencing consumer purchasing decisions. High-quality information will positively influence the development of consumer purchasing decisions. In a study conducted by Irawan (2018); Dirgantara and Akbar (2022); Harahap, Lita, and Meuthia (2023), information quality has a significant positive effect on online purchase decisions. The hypothesis of this study is:

H1: information quality positively affects online purchase decisions.

A very successful marketing tactic that could significantly influence customers' desire to buy a product is celebrity endorsements. According to TPB, the impact of social media campaigners on consumer attitudes and conventions might eventually impact consumers' inclinations to buy. Businesses can build positive customer relationships by implementing social media marketing programs that increase customer satisfaction and commitment and generate positive word-of-mouth. Customers view social media communication to connect with different brands at any time. Businesses can use social media to improve communication with loyal and successful customers, changing how they view their goods and services and spread the word. Social media marketing is one of the most practical and cost-effective ways to obtain client information. Research conducted by Shin and Choi (2021); Aini (2024); Xia et al. (2024), social media marketing is crucial in helping people make judgments about what to buy. The hypothesis of this study is:

H2: social media marketing positively affects online purchase decisions.

The perceived ease of using m-commerce platforms is important for determining initial technology acceptance and ongoing use in online tickets. Perceived ease of use describes how users can use technology, influencing their choice to adopt and persist in its use. Based on the TPB, the e-ticket application is challenging to use, and the formation of behavioral control prevents consumers from planning to use m-commerce. On the other hand, if consumers believe that m-commerce is user-friendly, a favorable attitude will develop. Perceived ease of use influences users' psychological comfort, which impacts their satisfaction and likelihood of repurchasing. The overall shopping experience of users is improved when they can easily interact with the e-commerce platform, increasing the likelihood of their return. In addition, the quality of web design is important to improve perceived ease of use. The enhancement in users' satisfaction reinforces their desire to purchase again, underscoring the significance of intuitive design in building customers' commitment. Research conducted by Pratiwi, Rahmiati, and Abror (2022); Wicaksono, Ruhamak, and Yap (2023) shows that perceived ease of use impacts purchase decisions. The hypothesis of this study is:



H3: perceived ease of use positively affects online purchase decisions.

Trust is now the most crucial element in a buyer-seller relationship, particularly in e-commerce. Internet transactions necessitate trust, and when someone plans to transact, people initially consider the website they are browsing and the trusted seller. Based on the TPB theorists, building trust is essential for giving customers confidence, increasing their perceived behavioral control, and giving them the ability to make judgments about what to buy. Customers are more inclined to purchase when they believe in a company or product. Buyers' trust is essential in a platform business to ensure that everything is excellent and in true harmony during the exchange. Building a relationship of trust with customers can ensure that they will return for more purchases. Positive customer attitudes regarding online shopping are primarily shaped by higher trust among online shoppers. Based on research by Aziz and Tiarawati (2021); Octaviani et al. (2023); Saleh (2023); Aini (2024) found that trust has a positive and significant effect on purchase decisions. Thus, the following hypothesis of this study is:

H4: trust positively affects online purchase decisions.

A good website needs to have an information feature for customers to complete e-shopping tasks quickly and effectively. A website with data security and other benefits will demonstrate higher quality, boosting user confidence. In the TPB, when consumers believe a website is of high quality, they will be more likely to purchase it. The success of e-commerce largely depends on the website's quality, which is crucial in helping to distinguish one brand from another. A good website must also be functional enough to enable users to conduct e-commerce tasks quickly and effectively. When consumers believe a website is of high quality, they will be more likely to repeat purchases, which builds e-trust (Ashiq and Hussain 2024). The hypothesis of this study is:

H5: trust can mediate the effects of information quality on online purchase decisions.

The degree to which customers trust social media and the veracity of product reviews positively affect their level of confidence in the products being reviewed. The value of e-marketplace communication in keeping customers informed and satisfied. Consequently, this guarantees that most reviews are favorable and do not negatively impact on the company. In TPB, when trendy information is shared, and discussed on social media, it can create a positive atmosphere and increase interaction between consumers and companies. This improved relationship can help build consumers' trust in the products, as consumers feel more engaged and have a closer relationship with the brand. There is no direct physical presence on social media, it is more difficult for marketers to build trust (D. Y. Kim and Kim 2021). Most problems consumers encounter when making purchases online have to do with trust, i.e., faulty goods, unfulfilled expectations, etc. The hypothesis of this study is:

H6: trust can mediate the effects of social media marketing on online purchase decisions.

In e-commerce, if consumers feel that a website or application provides excellent benefits such as ease of navigation and transaction, it will increase their trust in the platform. This trust will increase the desire to buy goods from the marketplace. In the TPB theorists, when users have a high degree of trust in the platform, they are more likely to make purchases. The belief that an electronic system or technology offers more advantages can help allay worries about transactional uncertainty and boost mutual trust and customers' desire to use or repurchase the online system. The good convenience of e-commerce transactions, which are influenced by trust, can encourage purchase intentions in potential consumers because, with trust, potential consumers' doubt about the transaction can be reduced (Wu and Huang 2023). The hypothesis of this study is:

H7: trust mediates the effects of perceived ease of use on online purchase decisions.

The research model based on the hypotheses developed in this study is shown in Figure 1.



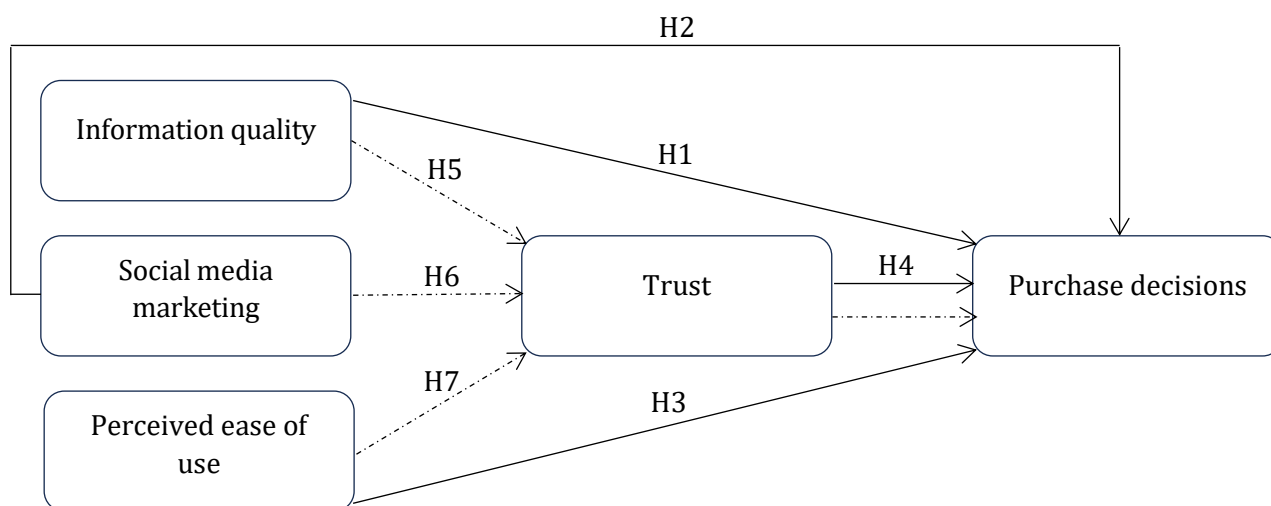


Figure 1 research model

## Method

Tiket.com is the focus of this study since it is the most widely used online ticketing platform in Indonesia and is believed to have numerous advantages over rivals. This study uses a quantitative approach and is causally associated. Primary data are gathered via survey to address research questions and accomplish exploration or descriptive study objectives. The measurement technique used in this study was the Likert scale, and every response from the respondents was evaluated using a five-point rating system. Google Forms disseminated surveys online to customers with questions filtered based on respondent characteristics. The population of this study were all the customers who had purchased airline tickets on the tiket.com mobile application in Surabaya, where the number was not known with certainty. The sampling technique used in this study was purposive sampling with predetermined criteria. The sample size was calculated using the Hair et al. (2019) approach, multiplying the total research indicators by the parameters. For each estimated parameter, the size was 5–10; in this study, 5 were selected, and the total indicators were 26, so the total sample size was 130 (5x26). The sampling criteria were customers over 19 years old, had installed tiket.com, had made online ticket transactions in the last two months, and were domiciled in Surabaya.

The research variables consist of information quality, social media marketing, and perceived ease of use as independent variables, trust as a mediating variable, and purchase decisions as a dependent variable. Seeing the indicators and statements of each variable can be seen in Table 1. The data analysis technique uses partial least squares-structural equality modelling (PLS-SEM), processed using SmartPLS software version 3.29. The instrument test comprises convergent, discriminant, and AVE validity tests, composite reliability, and Cronbach's alpha reliability tests. Measurement faults, latent variables, and indicator variables can all be directly evaluated using the data analysis method known as structural equation modelling, or SEM. PLS works with small samples and can be applied to all data scales. Two stages of the PLS evaluation model are used: the inner model, known as the structural model, and the outer model, known as the measurement model. The test criteria are used when the probability value  $\leq 0.05$  and the t-statistic value  $\geq 1.96$  to ascertain whether exogenous variables significantly affect endogenous variables.

Table 1 operational variables

| Variables           | Indicators                 | Statements   | Scale  |
|---------------------|----------------------------|--|--------|
| Information quality | 1. Good website reputation | 1. The website adequately meets my information needs | Likert |
|                     | 2. Service interaction     |  |        |
|                     | 3. Relevance               | 2. The interactive aspects on the website            |        |





| Variables              | Indicators   | Statements   | Scale  |
|------------------------|--|--|--------|
|                        | 4. Usability<br>5. Accuracy<br><br>(Zeini, Santoso, and Riawan 2024)   | support with my problem-solving.<br>3. The website is visually pleasing<br>4. I had no trouble using the website.<br>5. I rarely must wait for the website to respond once I take an action when using it.   |        |
| Social media marketing | 1. Content creation<br>2. Content sharing<br>3. Community building<br>4. Connecting<br>5. Egocentric sites<br><br>(Siboro, Siregar, and Sugeng 2024)     | 1. Brands through social media are easily remembered<br>2. I like the ads about the content that have published on social media<br>3. Social networking platforms enable me to learn more about brands, goods, and services.<br>4. I'm impressed with how brands I follow use social media marketing.<br>5. Social media platforms offer precise and appropriate information about goods and services.   | Likert |
| Perceived ease of use  | 1. Easy to learn<br>2. Controllable<br>3. Clear and understandable<br>4. Flexible<br>5. Easy to master<br>6. Easy to use<br><br>(Asnawati et al. 2022)   | 1. I enjoy using this online ticketing platform because the feature is easy to learn<br>2. I found online ticketing platforms can be used on many devices<br>3. I was pleased with the simple process of online ticketing platform<br>4. I intend to operate this online ticketing platform on every online purchase<br>5. I am satisfied with the online ticketing platform. It can be accessed via IOS, Android, and Windows devices<br>6. I find it easy to use the online ticketing platform | Likert |
| Trust                  | 1. Ability<br>2. Integrity<br>3. Reputation<br>4. Safety<br>5. Willingness to depend<br><br>(Solihin and Ahyani 2024)                                    | 1. This online ticketing platform operates scrupulously<br>2. These functioning criteria for online ticketing are satisfactory to me<br>3. I trust the online ticketing platform to keep my personal information safe<br>4. I feel secure using the online ticketing platform to make purchases.<br>5. This online ticketing platform is genuinely interested in customer's welfare  | Likert |
| Purchase decisions     | 1. Transactional intent<br>2. Explorative intent<br>3. Purchase quantity<br>4. Purchase timing<br>5. Payment method<br><br>(Chen, Chang, and Hsiao 2022) | 1. I will intensify purchases through this online ticketing platform<br>2. I'll use this online ticketing site to buy more tickets in the future.<br>3. I will make my next purchase from this online ticketing platform<br>4. The purchasing process was not difficult<br>5. The online ticketing platform has no trouble using the internet to make payments.  | Likert |



## Results and discussion

The questionnaire has been distributed to 130 respondents, and all survey responses are accepted as valid so that respondents can be mapped based on the characteristics as filled by the respondents. Respondent characteristics include gender, age, occupation, and monthly income; the results can be seen in Table 2.

Table 2 respondent characteristics

| Characteristics |                               | Frequency | Percentage |
|-----------------|-------------------------------|-----------|------------|
| Gender          | Male                          | 45        | 34.6       |
|                 | Female                        | 85        | 65.4       |
| Total           |                               | 130       | 100        |
| Age             | 17-22 years                   | 36        | 27.7       |
|                 | 23-28 years                   | 44        | 33.8       |
|                 | 29-34 years                   | 21        | 16.1       |
|                 | 35-40 years                   | 17        | 13.1       |
|                 | >41 years                     | 12        | 9.3        |
| Total           |                               | 130       | 100        |
| Occupation      | Students                      | 57        | 43.8       |
|                 | Civil service                 | 16        | 12.3       |
|                 | Self-employment               | 24        | 18.4       |
|                 | Entrepreneurial               | 22        | 16.9       |
|                 | Housewife                     | 11        | 8.6        |
| Total           |                               | 130       | 100        |
| Monthly income  | IDR 1,000,000 – IDR 3,000,000 | 46        | 35.4       |
|                 | IDR 3,000,000 – IDR 5,000,000 | 38        | 29.2       |
|                 | IDR 5,000,000 – IDR 7,000,000 | 27        | 20.7       |
|                 | >IDR 7,000,000                | 19        | 14.7       |
| Total           |                               | 130       | 100        |

Source: primary data (processed, 2025)

Table 2 shows that female respondents are more numerous than male respondents, 65.4% of the total respondents. Respondents aged 23 to 28 years are more dominant, 33.8% of the total respondents. Students make up most respondents, which is 43.8%. At the same time, most participants earned between IDR 1,000,000 – IDR 3,000,000.

### Outer model

Convergent validity is evaluated using the correlation of the variables. If the scores of a construct are linked with the scores of items and its size exceeds 0.70, the construct is said to be large. A value of 0.50 to 0.60 is considered sufficient for early-stage research applications. For an indicator to be considered a higher correlation, its AVE value must be greater than 0.50. In the interim, a composite reliability study was used to evaluate the instrument's accuracy and reliability for evaluating a specific construct. It is considered dependable if the composite dependability rating is greater than 0.70.

Table 3 outer model results

| Variables                | Indicators | Factor loading | Cronbach's alpha | Composite reliability | AVE   |
|--------------------------|------------|----------------|------------------|-----------------------|-------|
| Information quality (IQ) | IQ.1       | 0.787          | 0.823            | 0.873                 | 0.580 |
|                          | IQ.2       | 0.753          |                  |                       |       |
|                          | IQ.3       | 0.764          |                  |                       |       |
|                          | IQ.4       | 0.782          |                  |                       |       |
|                          | IQ.5       | 0.720          |                  |                       |       |



| Variables                    | Indicators | Factor loading | Cronbach's alpha | Composite reliability | AVE   |
|------------------------------|------------|----------------|------------------|-----------------------|-------|
| Social media marketing (SMM) | SMM.1      | 0.739          | 0.806            | 0.865                 | 0.561 |
|                              | SMM.2      | 0.765          |                  |                       |       |
|                              | SMM.3      | 0.791          |                  |                       |       |
|                              | SMM.4      | 0.742          |                  |                       |       |
|                              | SMM.5      | 0.706          |                  |                       |       |
| Perceived ease of use (PEU)  | PEU.1      | 0.790          | 0.847            | 0.891                 | 0.607 |
|                              | PEU.2      | 0.807          |                  |                       |       |
|                              | PEU.3      | 0.770          |                  |                       |       |
|                              | PEU.4      | 0.798          |                  |                       |       |
|                              | PEU.5      | 0.795          |                  |                       |       |
|                              | PEU.6      | 0.712          |                  |                       |       |
| Trust (T)                    | T.1        | 0.771          | 0.873            | 0.908                 | 0.663 |
|                              | T.2        | 0.839          |                  |                       |       |
|                              | T.3        | 0.831          |                  |                       |       |
|                              | T.4        | 0.820          |                  |                       |       |
|                              | T.5        | 0.808          |                  |                       |       |
| Purchase decisions (PD)      | PD.1       | 0.702          | 0.871            | 0.903                 | 0.622 |
|                              | PD.2       | 0.775          |                  |                       |       |
|                              | PD.3       | 0.832          |                  |                       |       |
|                              | PD.4       | 0.829          |                  |                       |       |
|                              | PD.5       | 0.797          |                  |                       |       |

Source: primary data (processed, 2025)

Table 3 shows that the factor loading value for each indication is greater than 0.70, proving the indicators' validity in evaluating online purchase decisions. The degree of dependability is demonstrated by composite reliability and Cronbach's alpha values, greater than 0.70. Every variable was determined to be dependable, and each indication construct's dependability differed. Additionally, because each of these indicators' AVE values exceeds 0.50, which indicates the degree of convergence, they all meet the requirements for significant convergence.

#### *Inner model*

R-square is a metric used to express how much an independent variable can impact dependent variables. Table 4 shows that the proportion effect of the information quality, social media marketing, perceived ease of use, and trust on e-ticket purchase decisions using mobile tiket.com has a value of 0.658 or 65.8 percent, Other factors impact the remaining 34.2 percent. The R-squared value for trust was 0.477, indicating that perceived ease of use, social media marketing, and information quality contributed to 47.7% of the trust. While 52.3 percent being molded by other factors, it is not included in this research.

Table 4 R-square results

|                               | R-square (R <sup>2</sup> ) | R-square adjusted |
|-------------------------------|----------------------------|-------------------|
| Online purchase decisions (Y) | 0.658                      | 0.604             |
| Trust (Z)                     | 0.477                      | 0.417             |

Source: primary data (processed, 2025)

Hypothesis testing ensures the relationship between variables. The testing requirements are met when the t-statistic value is > 1.96 and alpha < 0.05. Exogenous variables are said to have a significant effect on endogenous variables. The results of hypothesis testing can be seen in Table 5.



Table 5 Hypothesis test results

| Hypothesis       | Original sample | T-statistics | P-value |
|------------------|-----------------|--------------|---------|
| H1: IQ → PD      | 0.116           | 2.919        | 0.022   |
| H2: SMM → PD     | 0.112           | 3.103        | 0.010   |
| H3: PEU → PD     | 0.094           | 5.778        | 0.000   |
| H4: T → PD       | 0.102           | 3.775        | 0.007   |
| H5: IQ → T → PD  | 0.097           | 5.484        | 0.001   |
| H6: SMM → T → PD | 0.105           | 3.338        | 0.008   |
| H7: PEU → T → PD | 0.158           | 1.005        | 0.381   |

Source: primary data (processed, 2025)

Table 5 shows that the p-value for the first hypothesis is 0.022, less than 0.05, a coefficient of 0.116, and a t-statistic of 2.919 greater than 1.96, suggesting that information quality positively and significantly affects online purchase decisions, so H1 is accepted. The second hypothesis is that social media marketing positively and significantly affects online purchase decisions, with a p-value of 0.010 less than 0.05, a coefficient of 0.112, and t-statistics 3.103 greater than 1.96, so H2 is accepted. The third hypothesis, perceived ease of use, positively and significantly affects online purchase decisions, with t-statistics 5.778 greater than 1.96, coefficient of 0.094, and p-value 0.000 less than 0.05, so H3 is accepted. The fourth hypothesis, trust positively and significantly affects the online purchase decisions, with t-statistics 3.775 greater than 1.96, coefficient of 0.102 and p-value of 0.007 less than 0.05, so H4 is accepted. With a p-value of 0.001 less than 0.05 and t-statistics of 5.484 greater than 1.96, the fifth hypothesis, trust, can mediate the effect of information quality on online purchase decisions, so H5 is accepted. The sixth hypothesis, trust can mediate the effect of social media marketing on online purchase decisions, with t-statistics of 3.338 greater than 1.96 and a p-value of 0.008 less than 0.05, so H6 is accepted. The seventh hypothesis is that trust cannot mediate the effect of perceived ease of use on online purchase decisions, with a t-statistic of 1.005 less than 1.96 and a p-value of 0.381 greater than 0.050, so H7 is rejected.

#### *The effect of information quality on online purchase decisions*

Considering the data analysis outcomes, information quality positively affects online purchase decisions using mobile tiket.com applications in Surabaya. This shows that when the quality of information available on tiket.com is good, purchasing decisions will be quick. Information quality is key to building trust, reducing uncertainty, and facilitating the purchasing process. Therefore, it positively affects online purchasing decisions through Tiket.com in Surabaya. The result of this research, supported by TPB, is that easy access to information influences purchasing decisions by improving customer attitudes, lowering perceived risks, and increasing consumer confidence. This is evidenced by respondents' answers obtained from distributing questionnaires; respondents stated that the information quality at tiket.com is very relevant and has good accuracy and timeliness. The more informative and mobile applications, the higher the level of consumer purchase. When products or services provide complete, clear, and relevant information, consumers can understand products or services better (Nabella 2021). This understanding reduces uncertainty and helps consumers feel confident that the product fits their needs. The more informative content created by tiket.com talks about ticket discounts on applications, such as flight, accommodation, car rental, train and airport transfer, so that consumers understand the benefits of these products, and consumers' confidence in the brand also increases. These findings, supported by Irawan (2018); Dirgantara and Akbar (2022), online purchase decisions are significantly impacted by information quality. The results of this study have implications that tiket.com must continue to ensure that product and service information (such as prices, schedules, facilities, reviews, and cancellation policies) are displayed in real





time and without manipulation. The slightest information error can immediately hinder purchasing decisions. Quality information is not only about content but also its presentation. If presented with a neat, easy-to-understand, and easily accessible interface, consumers tend to make purchasing decisions faster.

#### *The effect of social media marketing on online purchase decisions*

Considering the data analysis outcomes, social media marketing positively affects online purchase decisions using mobile tiket.com applications in Surabaya. This indicates that the better tiket.com's marketing strategy on social media, the faster it will be for consumers to make purchasing decisions. This happened because tiket.com succeeded in strengthening the brand, providing interesting information, and creating emotional impulses that were relevant to the digital lifestyle of the people of Surabaya. The result of this study supports TPB that the evaluation of the information obtained influences consumer perceptions of a purchase, particularly the details of a promotion. The "online ticket week", this activity uses social media as a marketing strategy and promotes this program through official advertisement, Instagram, Twitter, application, and Facebook. To meet customer expectations and influence people's purchasing power on social media, Tiket.com uses several well-known individuals. Tiket.com uses brief commercials as promotional tools to publicize each event and draw in customers' enthusiasm and purchasing power. During the program "online ticket week" activities, tiket.com made official 15-second advertisements, which were then distributed via YouTube, TikTok, and various other social media. Discounts, special offers, and better deals via social media have positively impacted on new customers' purchase intentions. The results of this study are supported by research by Shin and Choi (2021); Xia et al. (2024), who state that social media marketing plays an important role in forming consumers' purchase decisions. Attractive social media marketing will find attention, and consumers will be interested in seeing service product information provided to purchase with the business. It indicates a significant relationship between psychological and social benefits. Social media marketing has been proven to influence purchasing decisions significantly, so tiket.com and other business players must make it a core strategy. The implications touch on improving campaign quality, consumer behavior, academic development, and digital policies at the city level.

#### *The effect of perceived ease of use on online purchase decisions*

Considering the data analysis outcomes, perceived ease of use positively affects online purchase decisions using the mobile tiket.com application in Surabaya. This indicates that the easier and more convenient it is to buy tickets, the faster customers will decide to buy tickets online. The perception that the Tiket.com application is easy to use makes users feel comfortable, efficient, and confident buying tickets online. This reduces psychological and technical barriers, thus encouraging purchasing decisions, especially in Surabaya's digital society. The results of this research, supported by TPB, the user-friendly application interface, which is simple to use and comprehend, and the features offered by the application demonstrate how easy it is perceived to use tiket.com. For instance, when searching for a ticket, the "sort" feature allows users to arrange results according to their preferences, price ranges from lowest to highest, departure times from earliest to latest, and so forth. The "filter" feature also allows users to select airlines, prices, connecting or direct flights, and other options. Users can get back their hotel and plane ticket with a few restrictions and a "refund and easy reschedule." Users can quickly rearrange their schedule with the "easy reschedule" feature. The updated promo information will offer numerous intriguing online agent promotions. Through various available payment methods, including transfers, credit cards, modern retail, instalments, etc., users can also benefit from the ease of payment in online booking applications. The findings of this investigation are consistent with previous research

conducted by Wicaksono, Ruhamak, and Yap (2023), who state that decisions about online purchases are influenced by perceived ease of use in tiket.com will guarantee that customers who have decided to shop online will not encounter any issue while utilizing the application. However, the opposite result was found by Mahardika and Suhari (2023). These findings imply that perceived ease of use strengthens purchasing decisions and becomes the foundation for positive user experiences, loyalty, and app growth strategies. Tiket.com must prioritize ease as a key strength in facing digital competition in big cities like Surabaya.

#### *The effect of trust on online purchase decisions*

Considering the data analysis outcomes, trust positively affects online purchase decisions using mobile tiket.com applications in Surabaya. This indicates that consumers trust Tiket.com as an online ticketing application and have faith in the platform's dependability and honesty, which increases their likelihood of making purchases and even repeating transactions. Customers' loyalty will increase along with their trust in the platform, which will ultimately help tiket.com maintain its success in the competitive online ticketing market. This can happen because consumers feel safe, confident, and comfortable using the tiket.com application. Trust reduces the fear of risk, strengthens the perception of service quality, and encourages purchasing actions, especially in a digital environment like Surabaya. In line with TPB, tiket.com can deliver high-quality goods, show good intentions, and have a dependable ticket sales platform, all of which help to build consumer trust and allay their fears of online buying. Trust has become a crucial component that all online businesses must work to enhance and maintain to build positive customer relationships (Alam, Karim, and Habiba 2021). Several factors, such as positive experiences, clear product information, return policies, and practical security features on the platform, affect the level of trust. The results are in line with a study by Aziz and Tiarawati (2021); Octaviani et al. (2023); Saleh (2023); Aini (2024), who state that trust has a significant effect on online purchase decisions. Customers who have trusted tiket.com return to the website and are more likely to make additional purchases and refer others to the platform. Tiket.com can maintain consumer confidence by continuously fulfilling commitments, protecting user data, and offering dependable services, which will improve the number of purchases made.

#### *The effect of quality information on online purchase decisions through trust*

Considering the data analysis outcomes, trust can mediate the effect of information quality on online purchase decisions using mobile tiket.com applications in Surabaya. The better-quality information provided to customers, the greater the customer trust will certainly increase customers' decisions to make e-ticket purchase decisions on tiket.com. The result of this study supports TPB: when a website is presented well, it always shows that the most recent and trustworthy information is safe for customers to transact on, looks good, and can inspire confidence in customers so that their needs are met. High-quality information plays a part in forming consumer purchasing intentions sparked by the most recent information (Song et al. 2021). When customers want a ticket online and have doubts, information becomes a reference that contains opinions. The public has known tiket.com as a trustworthy and good online travel company. Confidence in buying a ticket will arise when customers have seen previous information because buyers and sellers do not meet directly; trust in the company is very much needed. The implication of this finding is clear: the quality of information will only significantly impact purchasing decisions if it can build trust. Tiket.com should focus on how informative its application is and how trustworthy the information is for users.

### *The effect of social media marketing on online purchase decisions through trust*

Considering the data analysis outcomes, trust can mediate the effect of social media marketing on online purchase decisions using mobile tiket.com applications in Surabaya. This indicates that the implementation of social media marketing has been enhanced by considering the aspects of trust. Social media marketing does not simply drive purchases; it builds trust first. Moreover, that trust is what drives online purchasing decisions through tiket.com. This explains why trust plays an important mediating variable. In line with TPB, trust influences someone to purchase an online ticket using the tiket.com application. Good social media management and arrangement can build customer trust and confidence through interactions conducted on social media. Trust and confidence formed or maintained through interactions via social media can improve purchasing decisions made by customers (Pop et al. 2022). Indonesians know Tiket.com as a reliable application platform for booking flight tickets, trains, hotels, etc. When customers or new application users use tiket.com, they do not need to build confidence in themselves by first experiencing the service provided by tiket.com. These findings contradict research conducted by Siboro, Siregar, and Sugeng (2024), which states that trust cannot mediate the influence of social media marketing on purchasing decisions. The implication of these findings is clear: effective social media marketing is not just about virality or attractive visuals but how much it can build consumer trust. Moreover, purchasing decisions will occur only with that trust. Tiket.com and other digital brands must design a social media strategy oriented towards trust-building to drive real conversions.

### *The effect of perceived ease of use on online purchase decisions through trust*

Considering the data analysis outcomes, trust cannot mediate the effect of perceived ease of use on online purchase decisions using mobile tiket.com applications in Surabaya. The main indication that trust does not mediate the relationship between perceived ease of use and purchase decision is when users feel that the technical ease of the application is sufficient to purchase without needing to evaluate the trust aspect more deeply (Harrigan et al. 2021). This shows that trust is not the main link between the two variables in the context of tiket.com in Surabaya. From TPB's perspective, when users feel at ease using the tiket.com application, they can control the purchasing process (perceived behavioral control). This is enough to drive purchasing intentions and decisions without needing trust to mediate. This finding shows that the ease of use of the tiket.com application is strong enough to directly influence purchasing decisions without the role of trust as a mediator. This means that the technical efficiency and convenience of the application are the primary keys in encouraging online purchases, especially among urban users such as in Surabaya. This finding implies that ease of use directly drives purchasing decisions, so Tiket.com needs to continue prioritizing simple, intuitive, and fast interface design. Although trust does not mediate in this context, tiket.com must maintain its reputation and consumer trust as the foundation for long-term loyalty. The tiket.com development team can make ease of use a competitive advantage, especially when competing with other travel applications.

## **Conclusions**

Considering the problem conceptualization, data analysis, and discussion, the results of this study indicate that quality information, social media marketing, perceived ease of use and trust positively affect online purchase decisions using mobile tiket.com in Surabaya. Trust can mediate the effect of information quality and social media marketing on online purchase decisions. Trust cannot mediate the effect of perceived ease of use on online purchase decisions using mobile tiket.com in Surabaya. To sustain the growth of users, the providers must keep an eye on the standard of the content shared on the platform. Keeping users

informed about their needs is essential for modern electronic commerce. The competition between online travel application producers makes it easy for consumers to find product information; consumers usually choose an application that markets their products through social marketing with better quality. Consumers who get accurate, complete and reliable information about ticket products through online media are likelier to buy.

Future researchers looking into similar issues can use the findings as a guide. The study findings have implications for tiket.com, which can help the company meet the growing demands of its customers, increase revenue, and achieve exceptional business performance in the future. The study's theoretical contribution advances current theories of trust and consumer behavior in Indonesian social media marketing. This study provides insight into various implications for the current body of literature in the online travel sector. Companies must use customer relationship management (CRM) in addition to quality to foster customer trust. This will help customers relate to the products they use, increasing their desire to purchase. To increase customer trust and encourage them to make a purchase, tiket.com will enhance the quality of accurate information by paying attention to product quality, which can be explained by stepping up product supervision.

Moreover, the study's sample size is limited; it is recommended to increase sample sizes because this study only identified a small number of Indonesian respondents. This study did not categorize travel applications based on the goods and services offered. Future research may explore decisive success criteria for specific travel applications that sell travel products, like hotels, rentals alone, or transportation (bus or train only). Furthermore, this study solely looks at online ticket purchases made through e-ticketing. To generate more in-depth conversations, further study is required to compare offline and online purchase intentions.

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